

Technical Assistance call for potential FOA applicants  
January 30, 2008, 2:30 – 4:00 EST



Agenda:

- Welcome and housekeeping
- Our program's purpose
- Our Program's goal and objectives
- Target Areas
- Funding
- Awardee Activities and Performance Measures
- Application
- CDC Review and Selection Process
- Q and A

**Welcome and Housekeeping**

Good afternoon, and good morning to those of you on the western side of the United States.

On behalf of the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity and Obesity (DNPAO), I am very pleased to welcome all participants to this technical assistance conference call.

My name is Casey Hannan, and I am the Acting Chief of the Program Development and Evaluation Branch within DNPAO. Before we get started, I would like to make a few comments, by way of background and context for today's call.

Over the past several months, staff within our division and at CDC's National Center for Chronic Disease Prevention and Health Promotion have undertaken a systematic and comprehensive process to develop this new funding opportunity announcement (or FOA for short), as well as the accompanying technical assistance manual – which is currently in final production and will be available this week.

The new FOA and technical assistance manual incorporate the lessons learned and feedback we've received from all levels of state and territorial health departments, as well as from other public and private sector partners, over the past 5 years. As such, it represents the most current CDC programmatic and policy guidance for state-based nutrition, physical activity and obesity programs.

These documents have been designed to capitalize on the strengths and capacities of state and territorial health departments, and to enhance your organization's public health leadership role in preventing and controlling obesity and other chronic diseases through healthful eating and physical activity.

So, we are genuinely eager to begin a new 5-year project period in cooperative partnership with state and territorial health departments, and to work hard, learn together,

and succeed at improving important health promotion behaviors, and in addressing one of the most important chronic diseases of our life time — which is of course obesity.

With that, I am pleased to introduce Ms. Claire Heiser, the Acting Lead of the Program Advancement Team within DNPAO, who will lead and facilitate the remainder of this call.

Welcome to the Division of Nutrition Physical Activity and Obesity (DNPAO) technical assistance call for Funding Opportunity Announcement (FOA) applicants. My name is Claire Heiser, Acting Team Lead of the Program Advancement Team.

Before we get started, please be sure that your phone is on Mute until the Q and A part of this call. Also, please do not put your phone on hold, otherwise we will all hear your hold message and we will have to disconnect you from the call.

The purpose of this call is to present an overview and answer questions concerning the new funding opportunity announcement (FOA) from the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity and Obesity. The FOA is now available on [www.grants.gov](http://www.grants.gov), announcement # DP08-805. This announcement solicits applications from state and territorial health departments for the next competitive 5-year project period (2008 to 2013, pending availability of funds) for CDC's Nutrition, Physical Activity, and Obesity Program.

Throughout this call, I will be referring to page numbers in the FOA. If possible, follow along on a printed FOA document with numbered pages. If you do not have the printed FOA in front of you, you will be able to refer to the page numbers later. We will be posting the notes from this call on the FOA website within the next week. The FOA website address is on page 2 of the FOA.

Be sure to keep updated by registering for e-mail notifications about our FOA on [grants.gov](http://grants.gov) in case amendments occur. Directions for registering for updates has been provided to our e-mail listserves. We will also provide this information as part of today's call notes.

Questions about the technical and programmatic aspects of this announcement can be answered by using the CDC contact information in the FOA. Programmatic questions should be sent to the following e-mail address, [DNPAO-FOA2008@cdc.gov](mailto:DNPAO-FOA2008@cdc.gov).

Other contact information is in the Q and A section of our Web site.

It is very important to read and follow the guidance in the *Technical Assistance Manual* which will be available soon on our Web site. Information in the Technical Assistance manual will be helpful in completing your application for this FOA.

**Program Purpose** (page 2)

The purpose of this cooperative agreement program is to improve healthful eating and physical activity to prevent and control obesity and other chronic diseases by building and sustaining statewide capacity, and implementing population based strategies and interventions.

### **Goal**

- Prevent and control obesity and other chronic diseases through healthful eating and physical activity. This goal will be achieved through strategic public health efforts aimed at the following program objectives:

#### **Outcome objectives:**

- a. Decrease prevalence of obesity.
- b. Increase physical activity.
- c. Improve dietary behaviors related to population burden of obesity and chronic diseases.

#### **Impact objectives:**

- Increase the number, reach, and quality of policies and standards set in place to support healthful eating and physical activity in various settings.
- Increase access to and use of environments to support healthful eating and physical activity in various settings.
- Increase the number, reach and quality of social and behavioral approaches that complement policy and environmental strategies to promote healthful eating and physical activity.

### **Target Areas**

State programs need to develop strategies to leverage resources and coordinate statewide efforts with multiple partners to address all of the following DNPAO principal target areas:

1. Increase physical activity.
2. Increase the consumption of fruits and vegetables.
3. Decrease the consumption of sugar sweetened beverages.
4. Increase breastfeeding initiation, duration and exclusivity.
5. Reduce the consumption of high energy dense foods.
6. Decrease television viewing.

### **Funding**

I am referencing information on page 12.

The FOA will fund:

- approximately 20 – 30 awards
- The Approximate Average Award: \$650,000
- Individual Award Range: \$350,000 – \$1,000,000
- Anticipated Award Date: June 30, 2008
- Budget Period Length: 12 months
- Project Period Length: 5 years

(page 12)

- CDC will accept and review applications with budgets greater than the ceiling of the award range (page 14).
- Throughout the 5-year project period, CDC's commitment to continuation of awards will be contingent on the availability of funds, evidence of satisfactory progress by the recipient (as documented in required reports), and the determination that continued funding is in the best interest of the federal government (page 12).
- Cost sharing is required from state sources in an amount not less than \$1 for each \$5 of federal funds awarded (page 13).

### **Awardee Activities and Performance Measures** Beginning on page 5

We strongly suggest that you read the *awardee activities and performance measures* section (begins on page 5) carefully. Due to time constraints, I will NOT be able to review all details of the activities or performance measures but want to call your attention to the following points.

Under activity 1, Develop and maintain a program infrastructure capable of positioning the state health department in a leadership role for coordinated statewide nutrition, physical activity and obesity strategies.

Concerning staffing, more guidance including suggested competencies of staff can be found in the TA Manual, page 20, and appendix D, page 115.

Under activity 2, Convene and lead a planning process to develop a state plan for nutrition, physical activity and obesity.

Concerning the development of a state plan, use the referenced State Plan Index as a guide. The *Technical Assistance manual* provides additional guidance information.

Under activity 3, Implement the state plan in collaboration with partners.

Note the requirement to develop and use an annual implementation plan (page 8) and a sustainability plan (page 8). The TA Manual Appendix B, provides a suggested format for the implementation plan.

Under activity 4, (page 8–9) Support and/or develop capacity for surveillance to monitor the prevalence of overweight, obesity, nutrition quality and physical activity levels, and the impact of the program in changing overweight and obesity related behaviors, particularly nutrition and physical activity.

Note the emphasis on increasing the measurement of policy and environmental recommendations and mandates (page 9).

Under activity 5 (page 10), Evaluate progress toward meeting objectives within the following: the state plan, the annual implementation plan, the annual cooperative agreement work plan and the state partnerships.

Evaluation strategy and plans should be guided by the NPAO program logic model and specific state program components related to the above mentioned objectives; state plan, implementation plan, work plan and partnerships. (attachment 1).

Under activity 6, Annually submit success stories and/or lessons learned to CDC beginning in Year 2 (page 10).

More guidance will be provided about how and what to share but planning for this activity should begin in Year 1.

## **Application**

### **Application Components**

Project abstract, maximum of 2–3 paragraphs (page 19)

Project narrative, maximum of 45 single-spaced pages to include the Past Experience and Critical Gaps, the Work Plan, the Evaluation Plan, and the Management Plan.

- Past experience and critical gaps; include past partnership work (page 21)
- For the work plan; Read the awardee activities carefully and build your work plan on awardee activities, performance measures and the 5 year performance goals for the program (attachment III page 49). Note the performance measures under each of the awardee activities — all applicants must address ALL of the performance measures with EXCEPTION of activity 3 which does not need to be addressed if the state has not yet developed a state obesity plan (page 22).
- The suggested work plan format is given in FOA Attachment II and the TA manual.
- Evaluation plan should take into account a review of evaluation strategies and activities described in both the work plan and the evaluation of the application content. Evaluation should address the year 1 work plan, the state plan development and implementation and the state partnerships.

More guidance on evaluation will be available in the TA manual.

- Management plan includes description of the proposed staff and organizational structure and management.

Budget — not included in the 45 page limit

Be sure to include in the budget, travel for three staff to participate in 2 training (each training being 3 days) training and technical assistance workshops in Atlanta, Georgia (page 24).

Attachments: (100 page maximum plus existing state plan) (page 19)

- Letters of support (minimum of 3 letters)
- Resumes (2 pages limit for each)
- Position descriptions
- Existing state plan
- Organizational charts
- Relevant documents
- MOUs

Carefully follow the application mandatory documents guidance on page 18. All documents must be in PDF format.

**\*\*Guidance on the file names is on page 18. As a point of clarification, we would encourage applicants to submit files with names beginning with their state's official two-letter abbreviation and then the file names listed on page 18. The 2-letter abbreviation will follow after the mandatory file names that are assigned by the grant.gov system, this is fine.**

The naming of files is an important application submission detail and you are encouraged to following our suggestions because this will greatly assist us in staying organized and not misplacing any files.

Also concerning files, applicants are encouraged to submit all of the letters of support in one file rather than submitting each letter as a separate file. This is the same for any relevant documents and MOUs submitted as part of the appendices.

#### Application process

Applicants may access the application process using the Electronic Research Administration System eRA Commons — Web site is given on page 42

The Program Directors/ Principal Investigators should work with their organization to make sure they are registered in the eRA Commons — registration information is provided on page 43

Be sure that you know who in your organization is the Authorized Organization Representative (AOR) for the eRA Commons system.

#### **CDC Review and Selection Process**

- Applications are submitted to the CDC Procurement and Grants Office (PGO) via grants.gov OR paper submission.
- Applications will go through a technical review by division staff with nutrition, obesity and physical activity expertise.
- An objective reviewer panel is assembled. Each application is reviewed by 3 additional CDC reviewers outside the division who have public health backgrounds. The objective review panel has NO staff from DNPAO. This means

there is a diverse understanding of nutrition, physical activity, obesity and state programs. The reviewers' scores are tallied and applications are ranked by their scores.

We will fund states by rank order scores and funding preferences which I will mention in a moment.

#### Scoring (page 31)

Guidance on how to complete the application and to earn points on the evaluation criteria is given in detail in the FOA.

It is also very important to follow the guidance in the FOA and in addition the Technical Assistance Manual which will be available soon on our Web site.

100 points total

Work plan = 55 points

Past experience and critical gaps = 20 points

Evaluation plan = 15 points

Management plan = 10 points

Budget = not scored

#### Funding Preferences

Funding decisions related to awards may include a preference for states that have higher obesity prevalence rates (attachment V, Page 53).

Funding preference MAY be given to states participating in the CDC/NCCDPHP negotiated agreement demonstration project.

#### Q and A

If you have already submitted Questions, the response will be posted soon. The FAQ section of the Web site will be updated weekly.

Please submit questions to [DNPAO-FOA2008@cdc.gov](mailto:DNPAO-FOA2008@cdc.gov).

#### Q & A

Thanks you for participating in today's call.

As a reminder, responses will be posted weekly on the CDC Web site, from all questions from this call and, past and future questions.

Send additional questions to [DNPAO-FOA2008@cdc.gov](mailto:DNPAO-FOA2008@cdc.gov)